



WEWS

# ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision      **311218 /**      Product      **OFA Sked C Week 9.18-9.24.12**

Original Date / Revision  
09/14/12    09/21/12      Agency Com    15%  
Billing Contact

Advertiser **Obama / Democrat / Preside**  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Agency    **GMMB Inc**

Buying Contact  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep      00:20:00  
Estimate #      **1781**  
Alt Order #  
Billing Type    Cash  
Order Type    GENERAL  
Billing Cycle    EOM/EOC  
Billing Calendar BROADCAST  
Demographic   A35+  
Rev Codes      POL      POL      CAND  
Product Codes PL  
Priority          P-1  
Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 59100

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	49	\$50,235.00	\$59,100.00	0.00	08/27/12	09/24/12	49	\$50,235.00	\$59,100.00
<b>Totals</b>	<b>49</b>	<b>\$50,235.00</b>	<b>\$59,100.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/24/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		1				\$350.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00



**WEWS**

Print Date: 09/28/12

Page 2 of 4

Contract / Revision     **311218**     Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision   09/14/12/   09/21/12

Order Sep   00:20:00

Advertiser   **Obama / Democrat / Presid**   Product **OFA Sked C Week 9.18-9.24**   Estimate #   **1781**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		2				\$450.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 3	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		6				\$500.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 4	WEWS	09/18/12	09/24/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/17/12-09/23/12	SA GMA 8-9a		8-9a	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
		See MG 6.6,6.7,6.8													
		[n/a]													
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 5	WEWS	09/18/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		3				\$450.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 6	WEWS	09/18/12	09/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	6	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		5				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/17/12-09/23/12	M-F 10-11a		10-11a	- TWThF----	:30		<del>(\$150.00)</del>		0.00	NM		
		See MG 6.6,6.7,6.8													
		[na]													
	3	WEWS	09/17/12-09/23/12	M-F 10-11a		10-11a	- TWThF----	:30		<del>(\$150.00)</del>		0.00	NM		
		See MG 6.6,6.7,6.8													
		[na]													
	6	WEWS	09/20/12-09/21/12	M-F 10-11a		10-11a	---ThF----	:30		\$450.00		0.00	NM		
	Ⓜ	MG for 4.1,6.3,6.1													
	7	WEWS	09/20/12-09/21/12	M-F 10-11a		10-11a	---ThF----	:30		\$450.00		0.00	NM		
	Ⓜ	MG for 4.1,6.3,6.1													
	8	WEWS	09/22/12-09/22/12	SA GMA 8-9a		8-9a	-----Sa--	:30		\$650.00		0.00	NM		
	Ⓜ	MG for 4.1,6.3,6.1													
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 7	WEWS	09/18/12	09/24/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		3				\$800.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 8	WEWS	09/18/12	09/24/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		3				\$700.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			



WEWS

Print Date: 09/28/12

Page 3 of 4

Contract / Revision **311218** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 9.18-9.24** Estimate # **1781**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	09/18/12	09/24/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		3			\$450.00			0.00			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 10	WEWS	09/18/12	09/24/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		3			\$600.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/17/12-09/23/12	M-F 2-3p		2-3p	- TWThF----	:30		<del>(\$600.00)</del>		0.00	NM		
	See MG 10.4, 10.5 [per dan]														
	4	WEWS	09/24/12-09/24/12	M-F 430-5am News		430-5a	M-----	:30		\$200.00		0.00	NM		
	Ⓜ MG for 10.1 09/21														
	5	WEWS	09/24/12-09/24/12	M-F GMC 5-6a		5-6a	M-----	:30		\$400.00		0.00	NM		
	Ⓜ MG for 10.1 09/21														
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 11	WEWS	09/18/12	09/24/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		3			\$225.00			0.00			
	Week:	09/24/12	09/30/12	M-----		1			\$225.00			0.00			
N 12	WEWS	09/18/12	09/24/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4			\$800.00			0.00			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 13	WEWS	09/18/12	09/24/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		1			\$850.00			0.00			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 14	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		1			\$1,100.00			0.00			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 15	WEWS	09/18/12	09/24/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		2			\$900.00			0.00			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 16	WEWS	09/18/12	09/24/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		2			\$900.00			0.00			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
N 17	WEWS	09/18/12	09/24/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1			\$6,000.00			0.00			



**WEWS**

Print Date: 09/28/12

Page 4 of 4

Contract / Revision     **311218**     Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision   09/14/12/   09/21/12

Order Sep   00:20:00

Advertiser   **Obama / Democrat / Presid**   Product **OFA Sked C Week 9.18-9.24**   Estimate #   **1781**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N17	WEWS	09/18/12	09/24/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00				
N18	WEWS	09/18/12	09/24/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00				
Week:		09/24/12	09/30/12	M-----					1	\$14,000.00		0.00				
N19	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-TWTF-S					1	\$2,200.00		0.00				
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00				
N20	WEWS	09/18/12	09/24/12	Primetime Emmy Award Primetime Emmy Awards	CM	8-11p	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S					1	\$12,000.00		0.00				
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00				
														<b>Totals</b>	<b>49</b>	<b>\$59,100.00</b>